Congratulations!

2022 PR & Evaluation Workshop for Grantees of the Community Foundation of Middlesex County
Housekeeping

We are the

Community Foundation of Middlesex County

In announcements, once the full name is used, we may also be referred to as

Community Foundation or CFMC

We are not

• Middlesex Community Foundation
• Middlesex Foundation
• The Foundation
When to Use

• Community Foundation of Middlesex County name

• Community Foundation of Middlesex County with Fund(s) providing monies
  – “grant funding provided by ...”
  – “funded, or funded in part by ...”

  – Community Foundation of Middlesex County/ABC Fund
  – ABC Fund at the Community Foundation of Middlesex County
It’s Our ...

We have a special ask this year:
• Help us tell 25 years of impact stories
• Creating a special page on our website with a short form – simple 2 sentences about how CFMC has helped you do GREAT Things
When to use ...
Certain grants will have special logo use ...

Katchen Coley Conservation Fund
at the

COMMUNITY FOUNDATION of Middlesex County

SARI A. ROSENBAUM FUND FOR WOMEN & GIRLS

GSB
The only bank you’ll ever need.

COMMUNITY FOUNDATION of Middlesex County

Philanthropy • Leadership • Legacy
Ways you help us thank our Donors

• Stories – Articles - Photos
• Letters – Thank You cards
• Videos – Virtual highlights and quick messages; a sneak peak or a program clip or a simple thank you to the donors and funds that made your grant possible
• In-person Site Visits may be hold due to the COVID pandemic, but we can work with you to find creative ways to do something similar. Have an idea for a virtual visit? Or a special story or look inside a program? We’re open to alternative approaches and opportunities to learn more about your programs at work.
• The Evaluation Narrative – it’s another story, it is a way to express how the grant funding helped you make an impact
How we use your stories and photos

- Email updates
- Story book
- Annual report
- Website
- Social media
- Letters to donors and fund representatives
- Board of Directors Reports
Share the Good News

CFMC does have a YouTube channel ... cfdnmc
And we have a special Video page on our website

- Create (or adapt) a short video – and really, we mean short – 30 seconds to 2 minutes
- In the video –
  - You can say Thank You
  - You can show impact
  - You can highlight a program
  - Anything goes – we just would like to make the connection between the great work you do and the funding supporting that work
- Send it via cloud share platforms to Thayer@MiddlesexCountyCF.org
- We will upload it to our YouTube Channel, use it on the website, and highlight it in our e-news stories as well when we meet with donors and friends.
Share the Good News

CFMC does have a YouTube channel ... cfdnmc
And we have a special Video page on our website
Share the Good News

Community Foundation at Middlesex County
www.facebook.com/CommunityFoundationMC

CFMC Fund for Women & Girls

CFMC Campaign for Bully-Free Communities
www.facebook.com/Campaign.Bullyfree.Communities

Killingworth Community Fund at CFMC
www.facebook.com/KillingworthCommunityFund

@CFMC_CT

Tag Your Posts with #CFMC_CT
Thank you to the Community Foundation of Middlesex County for your continuous support of Children in Placement’s mission to advocate for Connecticut’s in-need children! We are so appreciative of your aid.

Thank you to the John A. Barr, Jr. Fund, Capece Family Fund, Whelen Family Fund, and Sari A. Rosenbaum Fund for Women and Girls for making this grant possible.

For more information on the Community Foundation of Middlesex County and their mission, visit middlesexcountycf.org.

#CTMC #CIP #ChildrenInPlacement #Nonprofit #CTNonprofit #HumanServices #CTHumanServices

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Just a few spots remain for EHS’s tours of River View Cemetery on October 1 and 8 at 4pm. Please send an email to mjoseflak@essexhistory.org to reserve your place. We may not have room for walk-ins. There is more room available on our cemetery tours on October 9 (4pm) and October 23 (2pm). For more info, please visit http://www.essexhistory.org/events/Audio devices are provided on the tours on October 1, 8 and 9, thanks to a grant from the Community Foundation of Middlesex County.

Community Foundation of Middlesex County
#experienceessex
Connecticut League of History Organizations
You know you’re from Essex if...
People of Essex, CT

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New Horizons is the proud recipient of the Community Foundation of Middlesex County’s 2020 Sara A. Rosenbaum Fund for Women & Girls grant. As a result of this generous contribution, we were able to replace all major kitchen appliances in our emergency shelter!

Replacing the kitchen appliances is about more than a simple upgrade. The standard of our shelter spaces speaks to the value we place on our emergency shelter guests. New Horizons believes that everyone who seeks shelter... See more
You Share the Good News

We Share the Good News
We feature you on the cover ... and throughout the Community Report.
We Share Your Good News

Your Generosity In Action

When our neighbors are having difficulties, organizations such as Operation Fuel are there with compassionate assistance. Thanks to your generous support of the Live Local Give Local Emergency Fund, CFMC was able to provide a grant to Operation Fuel to support Middlesex County residents trying to make ends meet during the pandemic.

One Middletown resident, Amanda, sought out Operation Fuel for help. She shared her story with us:

"I'm a single, hard-working woman who takes a lot of pride in being self-sustaining. COVID-19 changed that whole dynamic for me. I went from working 55 hours a week to [working from] home as a full-time secretary and lost my waitressing job that I've had for 15 years," she said. "My parents helped me stay afloat more than once; they did as much as they could within their own limited means."

Magic Food Bus at Middlesex Community College

Food insecurity is a crisis affecting universities and colleges across our country... and right here in our community.

In 2016, Middlesex Community College (MxCC) staff and administration chose to address the issue head on and support their college community through a new initiative. Led by Professor Judith Felton (now retired), MxCC took inspiration from other community colleges addressing this issue and set the wheels in motion for their own, very special, food pantry.

Thanks to your generosity through the CFMC Unrestricted Fund, Live Local Give Local, and other funds, MxCC received a grant to establish a food bank on campus. MxCC purchased a bus and partnered with nearby Vinal Technical High School whose students put their new skills to work transforming the ordinary vehicle into the Magic Food Bus.

Since its opening in 2017, the bus has served over 1,750 students.

Your support at work in our community

Our friends at The Kitchen at Futures, Inc. shared the following story—thanks to your generosity we are helping men and women learn essential culinary skills and providing economic opportunities in our community.

Futures Inc. received a grant award from the CFMC to purchase a commercial-grade refrigerator that stores moderately priced “grab and go” food items available for purchase by the community and Futures staff. The Grab and Go catering initiative added 31 hours a week of paid work opportunities for the individuals with disabilities employed at The Kitchen at Futures. Jobs responsibilities include shopping for supplies, creating menus, marketing menu options, preparing items for sale, taking orders online or by phone, making deliveries, and managing customer pick-up. Futures’ “check in training” prepare healthy snacks and lunch items such as Bento boxes, salads, sandwiches, and dessert items for sale in the lobby of our Middletown location. Patrons stop in or order food in advance for delivery or curbside pick-up.

Thank you to CFMC for supporting our mission!

Marilyn is thrilled to have the opportunity to work at our new Grab and Go catering shop. Marilyn works at The Kitchen every Monday where she starts her day prepping items for the Grab and Go. She helps with everything from making healthy salads to assembling a delicious array of sandwiches and bagging our tasty baked goods. Once the items are packaged and ready for sale, Marilyn moves to the “front of house” where she fulfills customer orders. Her duties include stocking items and completing all transactions while we're open for business. The catering business created opportunities for Marilyn to learn new skills in The Kitchen and to interact with community patrons as they stop by the Grab and Go for a delicious and convenient lunch.

Through the Lens: A History of Chester

Kayla, a girl from Deep River, earned the Gold Award by working with her team to bring the history of Chester to life through a walking tour of the town. Her tour, which included a film and informational document detailing many historical events and buildings in the town, is entitled “Through the Lens: A History of Chester” and can be found on the website of the Chester Historical Society: https://www.youtube.com/watch?v=O_i92K0r2xk

Girl Scouts of Connecticut

For Ronald & Heather Lind Ashworth

The Kitchen at Futures Inc.
Evaluation

Why?

You have a responsibility – to report how the funds were used.

We have a responsibility – to report how the funds were used.
Evaluation

Why?
Ask yourself this: **Do your grant reports satisfy funders?**
Funders need to know how activities helped fulfill **their** missions.

- Our donors are interested in how you are improving/impacting the quality of life
- Our donors are interested in how – through a grant to your organization – they are helping their community
- Our partners are interested in how we are leveraging **their** dollars
Nonprofits reporting on competitive cycle grants and other special purpose grants must include a Budget to Actual Summary as part of the evaluation report. Organizations may download the for in a Word document and complete it and submit in PDF or may submit a similar Budget to Actual document, if one is prepared by the organization as a regular part of business.

Download Budget to Actual Summary Form (MS Word)

**Evaluation Form Links**

**GENERAL EVALUATION REPORT** – Organizations reporting on competitive cycle awards

**Emergency Fund Response Cycle Report** – Organizations reporting on the CFMC Live Local Give Local Emergency Fund COVID-19 Response grants

**CFMC Donor Advised Fund Grant Report** – Organizations reporting on Donor Advised grant awards

Organizations considering submitting an application in the current competitive grant cycle need to ensure all prior grant evaluations have been submitted.

**CFMC Grant Evaluation**

Organization Final Report on CFMC Grant Funding

Step 1 of 4

COMPLETE THIS EVALUATION FOR the Community Foundation of Middlesex County Grant.

Instructions: Complete the evaluation when the program is complete and/or the grant funding has been fully expended. The form is completed and submitted on the website. You may “Save and Continue Later” – the site will email you a link which is active for 30 days. Evaluation responses should include references and outcomes as connected to your original application. Complete all questions.

Certain documents are requested and are to be uploaded to the form. All items must be uploaded as PDF files or JPEG files.

Legal Name of Organization *
Evaluation

Programmatic vs Capacity

• Programmatic – impact outcomes, number served, specific goals achieved
• Capacity – impact outcomes, number served, specific goals achieved

Capacity grants assist the organization by allowing it to provide programs & services,
Therefore the positive results of programming are the positive results of capacity support.
Evaluation

Your evaluation must include:

• Did you meet the original goals & objectives in the application – how?

• Quantify who and how many served

• Quantify impact –
  – Did we accomplish what we hoped?
  – Did we serve the populace we identified?
  – Did the program move us forward in our mission?
Evaluation

When?

• Updates, invitations, and good news should be “ongoing”

• At the end of the grant (when funds are fully expended, when the program ends) submit the evaluation form supplied with your grant award

• The evaluation form is always available on the website – Nonprofits, Forms & Guidelines
Evaluation

How? the final evaluation report isn’t the only way ...

• Provide updates during the program, especially if something spectacular, unforeseen, or just interesting occurs

• Stories, photos, videos, news releases – all of these are ways to provide evaluation or narrative of what is happening and what kind of impact it is making
Thank You for being Good People Doing Great Things!

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Facebook.com/CommunityFoundationMC
Facebook.com/Fund-for-Women-and-Girls-Community-Foundation-of-Middlesex-County
Facebook.com/Campaign.BullyFree.Comunities
Facebook.com/KillingworthCommunityFund
twitter.com/CFMC_CT
Instagram: @cfmc_ct